

# CONTRACT



**WSMV**  
**5700 Knob Road**  
**Nashville, TN 37209**  
**(615)353-4444**

And:

**Strategic Media Services**  
**3299 K Street NW, Suite 200**  
**Washington, DC 20007**  
**USA**

<u>Contract / Revision</u> 498160 /		<u>Alt Order #</u> 06368432
<u>Product</u> TN SEN REP CAUCUS		
<u>Contract Dates</u> 10/10/12 - 10/16/12		<u>Estimate #</u>
<u>Advertiser</u> Tennessee Senate Republican Caucus		<u>Original Date / Revision</u> 10/10/12 / 10/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WSMV	<u>Account Executive</u> Aaron Ashe	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WSMV	10/12/12	10/12/12	M-F 5-6a	M-F 5a-6a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$650.00			
N 2	WSMV	10/11/12	10/11/12	Ch. 4 News Today 6-7am	558am-658am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$900.00			
N 3	WSMV	10/11/12	10/12/12	News and More at Midday	12pm-1pm		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---TF--				2	\$375.00			
N 4	WSMV	10/11/12	10/11/12	CH 4 News @ 4pm	4-5pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$450.00			
N 5	WSMV	10/11/12	10/12/12	Ch. 4 News at 5	5-530pm		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---TF--				2	\$625.00			
N 6	WSMV	10/12/12	10/12/12	CH. 4 NEWS @ 6	6-630pm		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$750.00			
N 7	WSMV	10/11/12	10/12/12	CH. 4 NEWS @ 6:30pm	629-7pm		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---TF--				2	\$700.00			
N 8	WSMV	10/11/12	10/11/12	M-F 10P NEWS	10P-1035P		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$1,200.00			
N 9	WSMV	10/12/12	10/12/12	Dateline	7-10p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$1,800.00			
N 10	WSMV	10/13/12	10/13/12	Sat 9a-10a	Sat 9a-10a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$700.00			
N 11	WSMV	10/13/12	10/13/12	Ch. 4 News at 6 Saturday	558-656pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WSMV**  
**5700 Knob Road**  
**Nashville, TN 37209**  
**(615)353-4444**

Contract / Revision	Alt Order #
498160 /	06368432

Contract Dates	Product	Estimate #
10/10/12 - 10/16/12	TN SEN REP CAUCUS	

Advertiser	Original Date / Revision
Tennessee Senate Repub	10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$550.00			
N 12	WSMV	10/14/12	10/14/12	Ch. 4 News at 5 Sunday	5-530pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$550.00			
N 13	WSMV	10/15/12	10/15/12	M-F 5-6a	M-F 5a-6a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$650.00			
N 14	WSMV	10/15/12	10/16/12	Ch. 4 News Today 6-7am	558am-658am		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				2	\$900.00			
N 15	WSMV	10/15/12	10/15/12	TODAY SHOW 2	9-10am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$350.00			
N 16	WSMV	10/16/12	10/16/12	CH 4 News @ 4pm	4-5pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$450.00			
N 17	WSMV	10/15/12	10/15/12	CH 4 News @ 4pm	4-5pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$500.00			
N 18	WSMV	10/16/12	10/16/12	Ch. 4 News at 5	5-530pm		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$625.00			
N 19	WSMV	10/15/12	10/16/12	CH. 4 NEWS @ 6	6-630pm		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				2	\$750.00			
N 20	WSMV	10/15/12	10/15/12	CH. 4 NEWS @ 6:30pm	629-7pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$700.00			
N 21	WSMV	10/15/12	10/16/12	M-F 10P NEWS	10P-1035P		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				2	\$1,200.00			
Totals											27	\$19,925.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/16/12	27	\$19,925.00	\$16,936.25
<b>Totals</b>	<b>27</b>	<b>\$19,925.00</b>	<b>\$16,936.25</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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OCT10/12 14.00

LINE	PROGRAM	START DATE	END DATE	START TIME	END TIME	SPOTS	WEEKDAYS	WEEKENDS	WEEK TOTAL	SPOT COST	WEEK TOTAL COST	
1	500A-600A	10/12	10/12			1	FRI		1			
PROGRAM : MORN NEWS												
2	600A-700A	10/11	10/11			1	THU		1			
PROGRAM : NEWS TODAY												
3	1200N-100P	10/11	10/12			2	TH-F		2			
PROGRAM : NOON NEWS												
4	400P-430P	10/11	10/11			1	THU		1			
PROGRAM : 4P NEWS												
5	500P-530P	10/11	10/12			2	TH-F		2			
PROGRAM : 5P NEWS												

OCT10/12 14.00  
\*\*\* WSMV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6			600P-630P PROGRAM : 6P NEWS	30		\$750.00	10/12	10/12	1		FRI	1
7			630P-700P PROGRAM : 630P NEWS	30		\$700.00	10/11	10/12	2		TH-F	2
8			1000P-1030P PROGRAM : 10P NEWS	30		\$1,200.00	10/11	10/11	1		THU	1
9			900P-1000P PROGRAM : DATELINE	30		\$1,800.00	10/12	10/12	1		FRI	1
10			900A-1000A PROGRAM : CH4 NWS TODAY SA	30		\$700.00	10/13	10/13	1		SAT	1
11			600P-700P PROGRAM : CH4 NWS /N DAME	30		\$550.00	10/13	10/13	1		SAT	1
12			500P-530P PROGRAM : WKND NWS SUN	30		\$550.00	10/14	10/14	1		SUN	1
13			500A-600A PROGRAM : MORN NEWS	30		\$650.00	10/15	10/15	1		MON	1
14			600A-700A PROGRAM : NEWS TODAY	30		\$900.00	10/15	10/16	2		M-TU	2
15			900A-1000A PROGRAM : TODAY SHW2	30		\$350.00	10/15	10/15	1		MON	1
16			400P-430P PROGRAM : 4P NEWS	30		\$450.00	10/16	10/16	1		TUE	1
17			430P-500P PROGRAM : 430P NEWS	30		\$500.00	10/15	10/15	1		MON	1

REP HEADLINE# 6368432  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT10/12 14.00  
 \*\*\* WSMV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18			500P-530P	30		\$625.00	10/16	10/16	1		TUE	1
PROGRAM : 5P NEWS												
19			600P-630P	30		\$750.00	10/15	10/16	2		M-TU	2
PROGRAM : 6P NEWS												
20			630P-700P	30		\$700.00	10/15	10/15	1		MON	1
PROGRAM : 630P NEWS												
21			1000P-1030P	30		\$1,200.00	10/15	10/16	2		M-TU	2
PROGRAM : 10P NEWS												
OCT/12 19925.00												
											CONTRACT TOTAL	19925.00
											TOTAL SPOTS	27

MARKET TOTALS \$62,265 WSMV 32% WKRN 24% WTVF 35% WZTV 9% WUXP 0% CABL 0% WNAB 0%  
 EST

SVC- NSI  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Andrea Nassar

do hereby request station time concerning the following issue:

Tennessee Senate Republican Caucus

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: TN senate Republican Caucus

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Tennessee Senate Republican Caucus  
 PO Box 190539  
 Nashville, TN 37219

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/10/12      Andrew Mark      202-337-5700  
 Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Charles Smith      Charlie Smith      L. Son  
 Signature                      Printed Name                      Title